

First Chain Stores in West Located Near Whiterocks, Ut.

The first chain-stores in the intermountain country were those established in 1832 by Antoine Robidoux of St. Louis on the Gunnison River and just outside of Whiterocks, Utah. The Uintah Fort, less commonly known as Fort Robidoux, was one of these posts.

Antoine Robidoux was a French trapper who dealt in furs, horses, trinkets and human beings. He was cruel and unprincipled and his name became a symbol of slavery and cruelty. His post in Uintah County was not a military fort, but an extension of his trading post on the Gunnison River.

Until recently Fort Robidoux was thought to be the first trading post in the intermountain area, but more investigating has uncovered information concerning the Reed Trading Post (The Deseret News, Saturday, May 10, 1947), which has been substantiated by Mrs. Ray Dillman of Roosevelt, Utah.

Because of his unjust dealings with the Indians and his cruelty to their women, Robidoux was intensely hated. His fort was located on the trail from Taos to Fort Hall and the one from

Utah Lake to the Upper Platte outposts, and it is believed that because of the popularity of these routes he remained unmolested as long as he did. One night in 1844, Indians stormed the fort, killed all the men and took the women and children prisoners. They burned the trading post to the ground, but Robidoux was away at the time, and evidently never returned. Nothing more was heard of him in that area.

CHAPTER X

BUSINESS

Initial attempts to establish businesses in Wasatch County were necessarily sporadic. It could hardly have been otherwise since none of the original settlers had the capital to open a business; and a medium of exchange except for a few barterable articles, was not available. This chapter will, in tracing the beginning of business in the county, account the various ways in which sufficient capital to carry on business was raised.

Early attempts at merchandising were sponsored by men outside Wasatch County. Alex Wilkens, from Provo, first offered goods for sale on his ranch in the lower end of the valley in the summer and fall of 1861. Charles Shelton, later the county clerk, lived on the ranch and sold goods for Wilkens.¹

John Crook describes the nature of transactions in those days:

I well remember loading a big spring calf in my wagon one afternoon in the fall of 1861 and going to market. My wife, who went along to make the purchase of goods, returned with a small bundle of dry goods that you might crowd in your pocket. Dainties such as tea, coffee, sugar, etc., had to be dispensed with by the poorer class of people in those days. In fact we were all in about the same rank at that time. Our clothing was mostly in rags, we had been using old wagon covers and sacks made into clothing to cover our nakedness. We were glad to get something new for a change.²

Log cabins also housed other early businesses. Andrew J. Ross offered goods for sale in a cabin on Jesse

¹Crook, "History of Wasatch County," *Wasatch Wave*, December 14, 1889.

²*Ibid.*

R. RAYMOND GREEN, A.D.

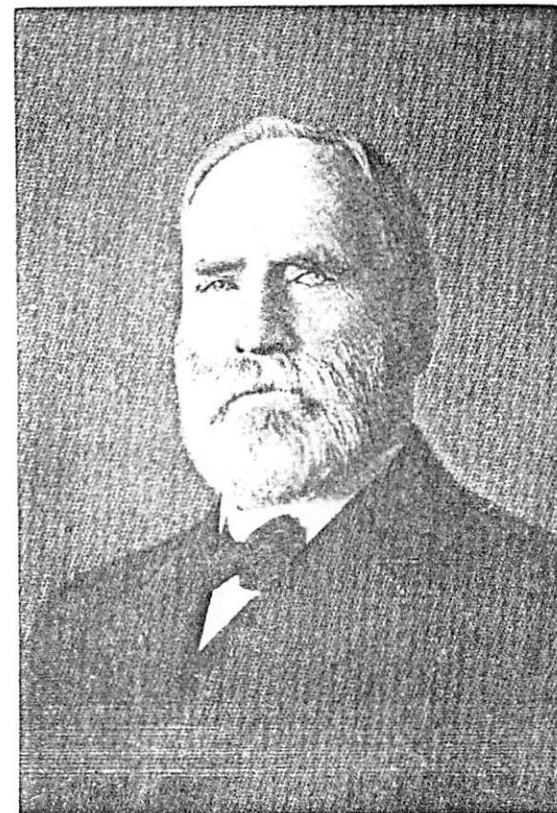
375 E. 2nd NORTH

HEBER, UTAH

BUSINESS

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Bond's lot in Heber, and was followed by Snyder and Company from Wanship, who used William Davidson's cabin. William Jennings of Salt Lake City took over the



Mark Jeffs

trade when Snyder and Company withdrew a year or two later. He hired John Davis as his clerk. Finally John Witt of Heber began merchandising in much the same manner.

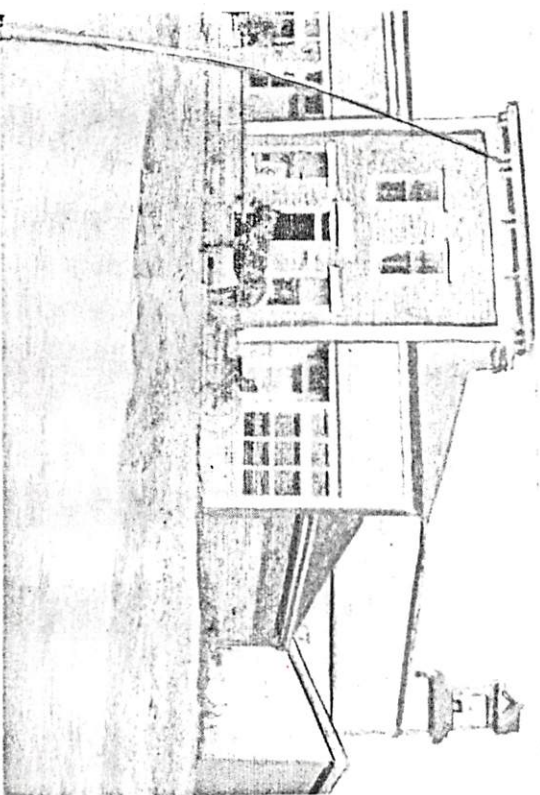
"Under Wasatch Skies"

All of these attempts were made in a three-year period and all of them were fruitless. No one had any money. The stock of goods in the log cabin trade was small and had to be hauled many miles to Heber.

The event that was to change this picture was the stagecoach contract. In 1862 Ben Holliday took over the stagecoach route and government mail contract between St. Joseph, Missouri, and Sacramento, California. Salt Lake City was the center of the route and the hub for the branch lines that extended to the towns and mining camps of Southern Utah, Idaho, Nevada, and Montana.

Every ten or twelve miles along the route were stations where hay and grain were kept to supply the changes of horse and mule teams for the stagecoach.

¹Neff, *op. cit.*, p. 734.



Charleston Coop.

In 1863, John W. Witt of Heber was given a contract to supply oats to the stations as far east as Green River. Under this contract, companies of men with teams and



Nymphus Murdock



Frederick O. Buell

wagons periodically set out from Heber to supply stations. There was work for everyone with a wagon. According to John Crook:

This was the beginning of good times for Heber. Plenty of money rolled in. Grain kept raising until it reached \$3.00 a bushel for oats and \$5.00 for wheat. Merchandise was high also. Stoves were from \$150 to \$200 each. Sugar and nails were \$1.00 a pound. Factory and prints cost \$.50 to \$1.00 per yard. A good wagon cost \$300 and everything else in proportion.¹

¹Crook, "History of Wasatch County," *Wasatch Wave*, December 14, 1889.

Prospects for business greatly improved with money in the community. A Judge Carter from Fort Bridger, who had the grain contract for certain stations of the



David Van Wagonen

overland mail, opened a store in Phillip Smith's log cabin in Heber. His wagons brought goods and supplies into the county and carried away grain. Shortly thereafter, he erected a building to accommodate the expanding business. Louis Reggel and Jake Harris of Salt Lake City sensed the opportunity and soon were selling goods in John Galliger's log cabin on Main Street. Reggel later sold out to Harris, who continued the business for some time.

In 1867 Abram Hatch, the new President of the Wasatch Stake, arrived from Lehi and entered the business scene. He had closed his Lehi store, loaded his goods

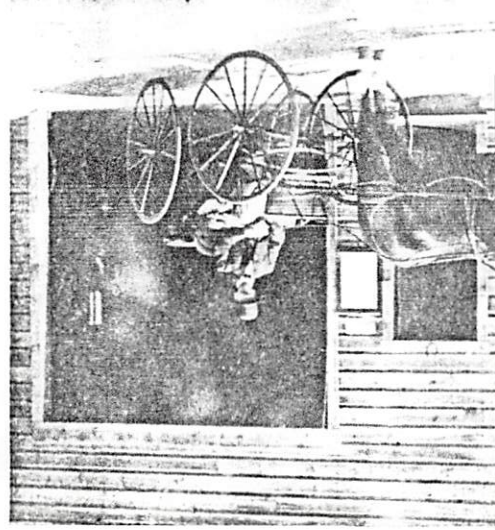
Ibid.

into three wagons, and after an exasperating, work-filled journey over muddy winter roads, arrived in the valley on December 11. After searching for a location he rented a building owned by Moses Cluff. One year later he had finished his home on Main Street; and then his stock was moved to the south room of that building, which served as his store. Both his wife, Permella and his son, Joseph, worked in the store, and Joseph soon became the

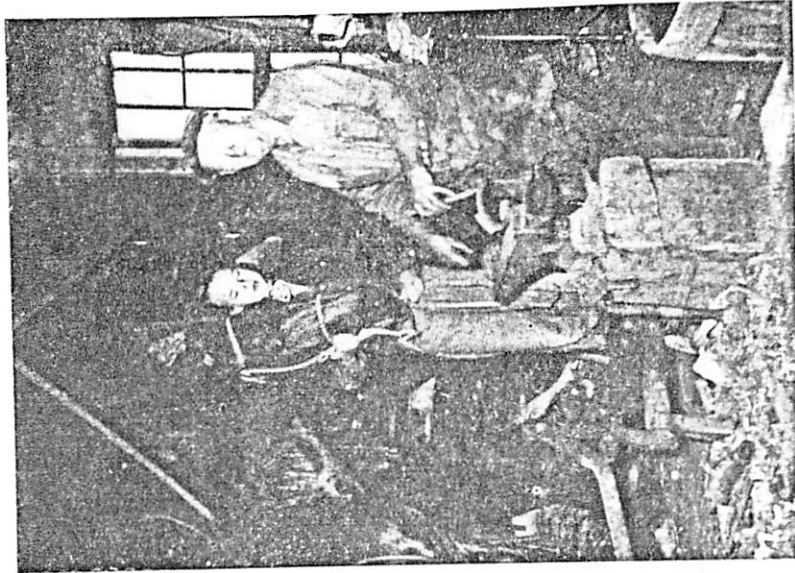
Wasatch County's first permanent raising grain for the stagecoach in 1868-69 when a plague of grass-the crops. Fortunately, it was also in the county found work with their ing being done in Echo and Weber



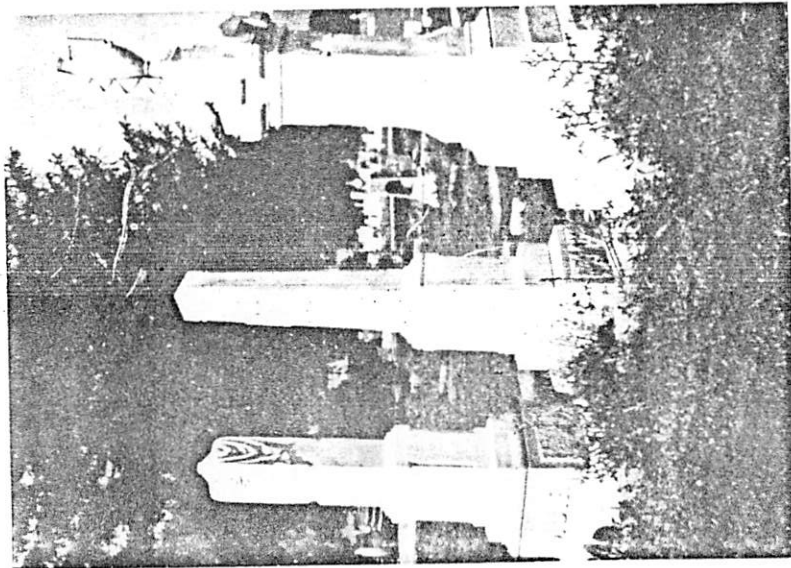
Joseph Hatch



Wasatch Livery and Feed Stable. Built in 1892 by A. M. and James S. Murdock. Frank Carille sitting in the buggy.



Blacksmith shop built about 1865—still in use.
Built by Daniel Mc McMillan. Now owned by
William Johnston.



Products of Early Marble Industry

Money from this railroad activity provided the foundation for another of the permanent businesses in the county—that of Mark Jeffs. Richard Jeffs, Mark's father, was a Mormon convert from England who came to Utah in 1862, bringing Mark with him. Their first home in Heber was a small log cabin owned by Elizabeth Carlyle and situated on her pasture lot.* It was in this cabin that Mark first began trading. His year's work on the railroad in 1868-69 enabled him to save seventy dollars, which he soon took to Salt Lake City and invested in goods such as calico, factory, sugar, and tea. Once home in Heber he set up his store in the little log cabin. The scales for weighing out sugar and tea were set in the window. Calico and factory were measured out on the

*Statement by Emma Wherritt, personal interview, 1952.



Joseph Hatch



Joseph R. Murdock

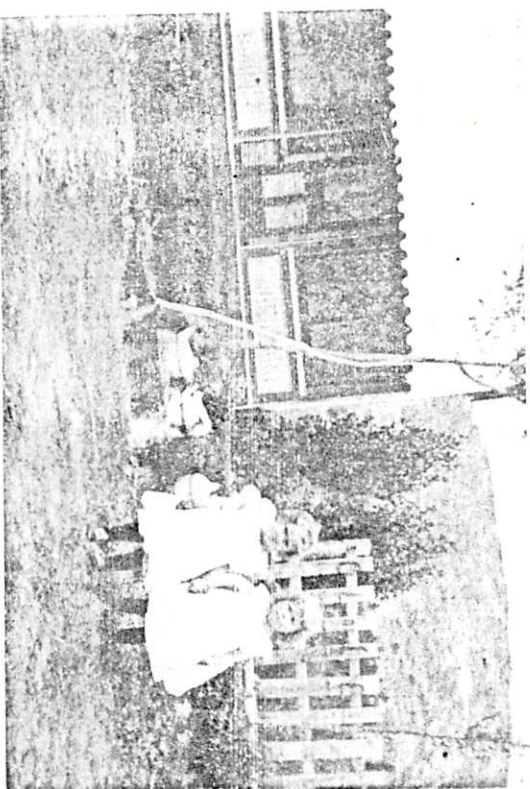
bed, and a chair served as a rude counter for tying up the articles.⁷

The cabin that housed his business may have been crude, but the mind that directed the trade was vigorous and keen. As business increased he bought property on Main Street. When this seemed inadequate he rented the large rock store which had previously housed Judge Carter's business. He enlarged again and again. The purchase of more property, erection of buildings, and further enlargement all prefaced the establishment of the Heber Mercantile Company in 1905 with a capital stock of fifteen thousand dollars.⁸

THE COOPERATIVES

The cooperative mercantile movement in Utah, which affected the Wasatch County business scene, really began

⁷*Ibid.*
⁸*Wasatch Ware*, December 21, 1906.

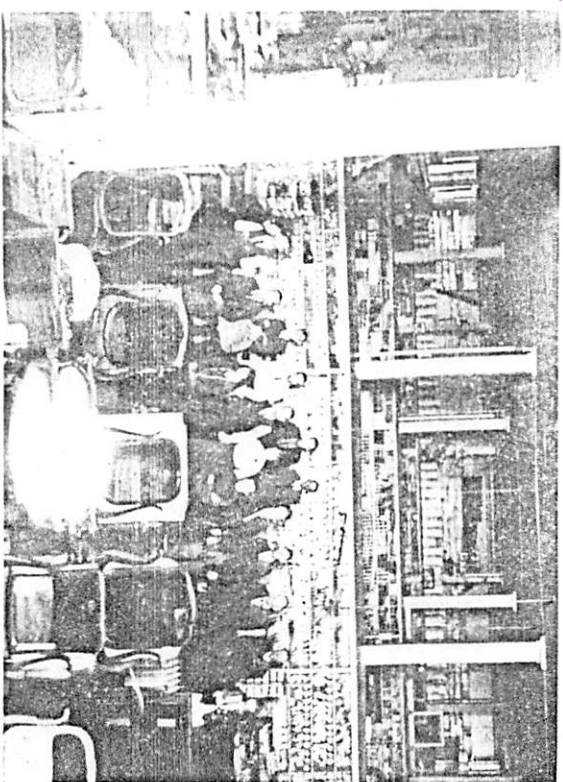


Daybell Millinery in Charleston

in Salt Lake City in 1868. High prices and less prosperous times prompted Brigham Young and prominent Mormon leaders to introduce the cooperatives in an attempt to secure social and economic justice.⁹ As it was conceived, the plan called for any group of Church members to pool their capital to form a corporation. This corporation then issued shares of stock in a store, and those who held the shares divided the profits on the basis of the amount of stock each held.

In Wasatch County the motives for adopting the cooperative plan seemed to be a desire to organize sufficient capital for the beginning of business and its expan-

⁹Neff, *op. cit.*, p. 830.



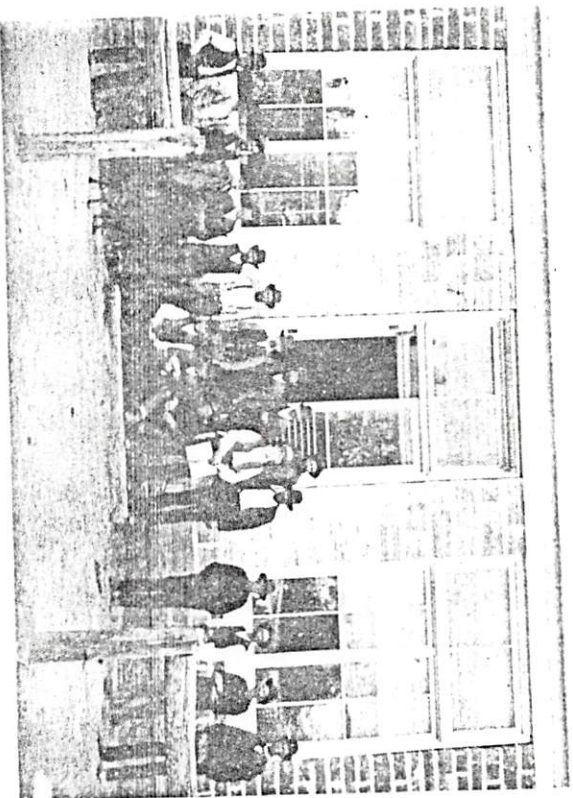
Heber Mercantile

Clerks of Heber Mercantile: E. J. Duke, Robert Duke, A. Y. Duke, Cleone Cord, Nymphus Murdock, Cora Miller, Jay Jensen, Jr., Edward McMullin, George Pyper, Lacy B. Duke, Jos. A. Rasbald, manager, and Jos. E. D. Tomlinson.

sion rather than a desire to alleviate hardship caused by exorbitant prices. Thus it was that Abram Hatch and John W. Witt, both merchants at the beginning of the cooperative period, pooled their stock into a larger store and called it the Heber Co-op. This business was carried on in the south room of President Hatch's home on Main Street.

Both Midway and Charleston were scenes of similar ventures. In Midway the co-op was directed by David Van Wagoner and in Charleston by Nymphas C. Murdock.

The story of the Charleston Co-op is an interesting



A. Hatch & Co.

Front of A Hatch & Co.: Standing: James McNaughton, John Bell, James Murdock, Chas. Shelton, William Brett, Thomas Clothworthy, Heber Rasband, Barney Riley, Ludwig Anderson, Joseph Hatch, Sr., Joseph Hatch, Jr., John Witt, Isaac (Babe) Cummings, Bishop Henry Clegg, Alex Fortie, Thomas Watson, Dr. Glanville. Sitting: Heber Crook, Brigham Witt, James Rasband.

and, in some details, romantic illustration of this type of mercantile trade. The store began in a large drygoods box in Nymphas C. Murdock's kitchen.¹⁰ Murdock, one of the early valley settlers, and the first bishop of Charleston Ward, settled on a ranch about one and one-half miles south of the present Charleston townsite. In 1873, he and five or six neighbors formed a partnership to establish a merchandise store. The amount originally subscribed was fifty dollars' worth of grain which had to be sold before the goods with which to stock the store were purchased.¹¹ The business was carried on in the kitchen of the bishop's ranch for twelve years until 1885 when a site in the central part of Charleston was selected and here the store was built. In 1890 the Charleston Co-op was incorporated with a capital stock of ten thousand dollars divided into two thousand shares of five dollars each.

In the new locality the Charleston Co-op grew into a county institution. A creamery and lumber mill were established in connection with it. Business headquarters for the milling and creamery business were at the store, and this meant that those who logged lumber and sold milk ran accounts at the Co-op.¹² Even school was held in the upstairs room by Mrs. Ellen Baker, who had come from American Fork.

The store's large stock of merchandise included hardware; paint and oil; glass; wallpaper; furniture, machinery; stocks of shoes for men, women, and children; dry goods and notions; ladies' and children's dresses; men's overalls and work shirts; drugs; groceries and household goods.¹³ In time trade grew so large that three additional sections were added to the original building.

¹⁰Edith North, "Business in Charleston," MSS, (Daughters of the Utah Pioneers Historical Collection, Heber City, 1952), p. 1.

¹¹*Wasatch Ware*, December 21, 1906, p. 12.

¹²James Ritchie, "Charleston," MSS, (Daughters of the Utah Pioneers Historical Collection, Heber City, 1952), p. 1.

¹³North, *op. cit.*, p. 2.

With the advent of the railroad the Charleston Co-op weighed and shipped sugar beets to the Lehi sugar factory and hay to the Utah market. The store itself was always a ready market for the farmer's other produce such as grain, butter, and eggs.

A good deal of personal history connected with the store could even be found on the back of the sliding door of one of the large showcases. Here were carved the names dates, and romances of the clerks.

The Co-op was later sold to George W. Daybell and Sons and eventually to William H. North of Charleston. When the Deer Creek Reservoir was built many of the Charleston families had to give up their lands and homes. The railroad and highway were moved from the town and the Charleston Co-op became only a memory.

The 1870's saw the successful development of both cooperative and individual merchandising businesses. In addition to those already described many others later opened stores. These included the Lindsay Brothers, William McMillin and Henry Alexander, the Rasband Brothers, Duncan's Variety Store, F. O. Buell, Turner and Sons, Roger's Notions and Varieties, and Clegg and Son's. In 1889 the first drug store opened in Heber under the management of a Mr. Bridge.¹¹

Advertisements in the Wasatch Wave in 1889 offer a rather nostalgic picture of business at the close of the period covered by this history. A visitor to the county, possibly a salesman (then called a drummer), could come in on the Heber and Park City Stage Line. The stage carried both freight and passengers and left Heber daily at 8:00 a.m. and Park City at 3:00 p.m. Good accommodations could be had at either the Duncan House or the Heber House, run by Mrs. Henry McMullin. Lunch at William Hannah's Heber City Bakery would be a staggering five to ten cents. A cloth salesman might call on

¹¹Wasatch Wave, December 14, 1889.

Sadie Zitting, a professional dressmaker, or V. R. Berglin, the tailor who was offering suits made to order from eight dollars up. A little liquid refreshment could be had at either the Heber or Wasatch Saloons, which also offered pure alcohol for medicinal purposes. Traveling around the towns of the county one could find one or more general stores, blacksmith shops, or meat markets that by now had become permanently established.

Pioneer trades shared importance with merchandising in the successful establishment of the Wasatch Communities. Among the settlers were many skilled artisans who upon arrival in Utah were delegated by the Church to duties in the new towns and cities in much the same manner as were church officials.

Blacksmithing was a trade of importance and long duration. Blacksmiths shod the horses and oxen, made yokes for the teams, and repaired wagons and farm implements. In Wasatch John Davison was the first blacksmith. His shop in the Fort in Heber was equipped with tools which he himself had made from scrap iron.¹²

Other trades familiar to the pioneer scene were harness makers, tanners, weavers, dressmakers, cobblers, and fur trappers. Many women engaged in business also, often making and selling hats woven from the local straw or baking or cooking.

¹²Ethyl Johnson, "Blacksmithing in Wasatch County," MSS, (Daughters of Utah Pioneers Historical Collection, Heber City, 1952), p. 1.

CHAPTER XI

INDUSTRY

In the early history of Wasatch County, industry was of two types. The first was that necessary to provide living essentials: food, shelter, and clothing. This type of industry has now largely disappeared from the scene and its gradual disappearance is one of the factors marking the end of the pioneer era. The second type of industry was that dependent upon the rich natural resources of the county and includes lumbering, stock raising, and mining. This chapter will trace the development of these two types of industry and their significance in the lives of the people of Wasatch County. We will first consider the pioneer industries.

CLOTHING

As has been earlier noted, most wearing apparel was homemade. The sheep herds of the county produced much good wool for clothing. William Aird was the community weaver in Heber and made cloth which was a combination of local wool and imported cotton yarns. The leather for shoes was supplied by a tannery built in 1872.

FLOUR MILLING

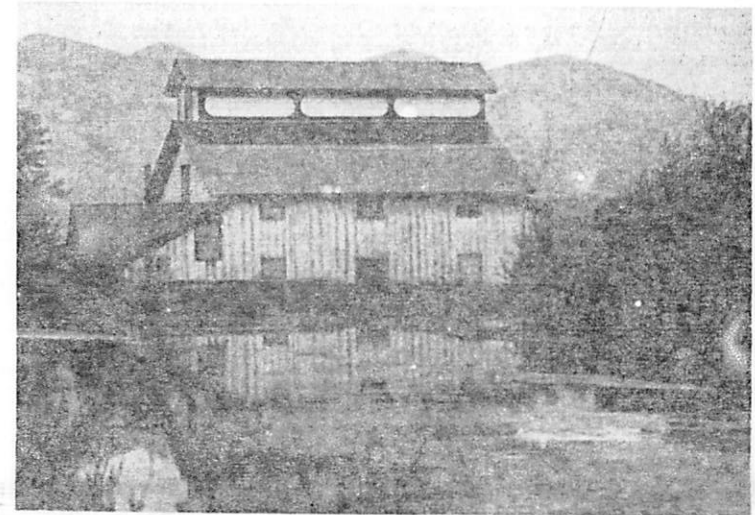
Initial attempts at grain raising in the county produced a harvest of partially shriveled wheat in September 1859. This wheat and the harvest of the next two years had to be arduously hauled to Provo for grinding. Occasional relief was had by resorting to grinding with coffee mills or simply boiling the whole wheat. "Mush, mush, mush was all we had in those days," said John Crook.¹

¹"History of Wasatch County," *op. cit.*, p. 12.

INDUSTRY

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William Reynolds set up a mill in the winter of 1861. He hired John Jordan to cut a pair of small burrs which were then set in a frame. This in turn was run by the



Early Flour Mill

horse power of a threshing machine. Each family could only get half a bushel of grain ground at a time into what was called chopped feed or graham flour. The grist mill ran day and night to supply everyone.

The flour turned out by Reynolds' mill was soon supplemented by that from John Van Wagoner's grist mill, which was built on the Snake Creek in the winter of 1861-62. Later, flour mills were built by Brigham Young, Jr., in 1865, and by Mark Jeffs.

CHEESE

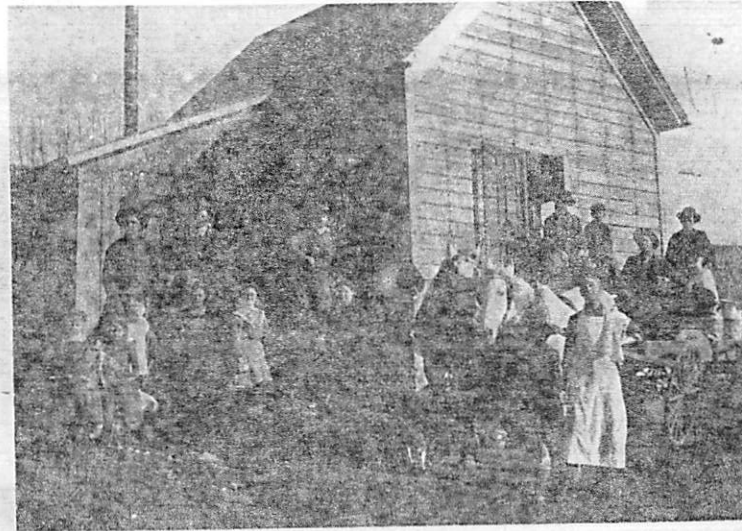
In the mid-sixties a large immigrant company of Swiss arrived in Midway. These families—the Hubers,

Sulsers, Schneitters, Alpanalps, Mosers, Abbeglens, Probsts, Bugners, Murris, Haslers, Buhlers, and Kummers—introduced many Swiss ways of living and mannerisms to the community.² They tended cows on the mountain sides and made cheese. One of them, Fred Buhler, even established a cheese factory in the town and supplied valley settlers and the Park City market with cheese.

CREAMERIES

Before milk was shipped out of the county to the Salt Lake City market, nearly every town in the county had its own creamery. The pioneer creamery in the valley

²Melba Probst, "The Swiss in Midway," *Heart Throbs of the West*, ed. by Kate B. Carter, (Salt Lake, 1943) IV, 276-7.



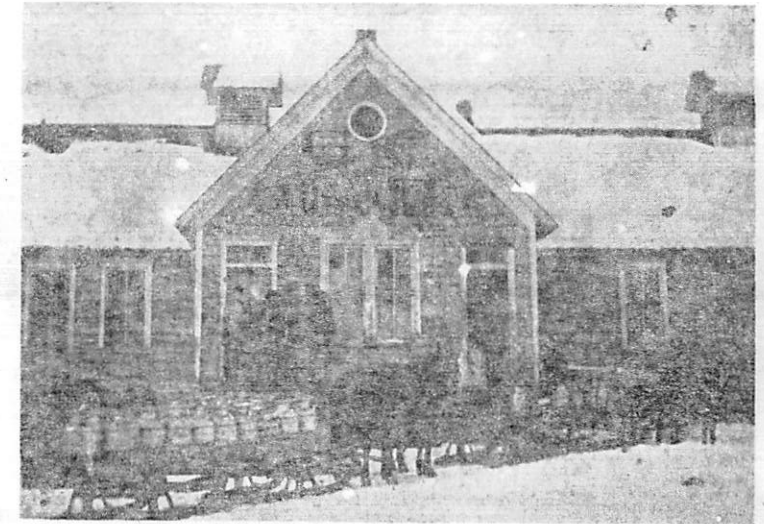
Wallsburg Creamery—1898

was that of George Daybell in Charleston.³ Mr. Daybell early established a large dairy business using the pan method of raising cream for making butter. Gradually refinements were added; first ice, to make the cream rise quickly, then a horse power for churning, and finally, in 1893, a small separator. He formed a partnership that same year with Nymphas and John R. Murdock, and these began buying milk from dairy farms all over the valley.

PIONEER BUILDING MATERIALS

One of the great needs of the first settlers was that of substantial building materials, and there was a rich abundance to be had from the mountains surrounding the valley.

³*Wasatch Wave*, December 21, 1906, p. 6.



Charleston Creamery—1894

rent. Many theatre troupes stayed at the McMullin House when they played Heber. Mrs. McMullin was a good housekeeper, and many young girls of the community who worked for her were taught the principles of good homemaking and cooking in addition to earning their salary. The Ashton Hardware store now stands where the old McMullin House was located.



The Heber City business district, as it appeared in 1916 is shown in this photograph looking south from First North Street. Businesses shown are the Heber Confectionary and Bakery, barber shop, pool hall, Buell's general merchandise store, Mark Jeff's store, Simon Epperson's Livery Stable and Turner's Store.

Heber's main hotel for many years, the Duncan House, was built in the Spring and Summer of 1885 and opened for business in August of that year. It was owned by John Duncan and his wife, with Mrs. Duncan serving as general manager.

At the time it opened, the Duncan House boasted eight bedrooms, office, sitting room, dining room and kitchen. A few years later the hotel was expanded to a rock building just south of the hotel, a 15 by 36 foot kitchen was added and then later a frame cottage was built with more rooms.

Mrs. Duncan managed the hotel until her death in 1900, when Mr. Duncan and his daughter took over the management. The daughter, Gertrude, married E. H. Rhead, Jr., and on Dec. 1, 1904, Mr. and Mrs. Rhead leased the hotel from Mr. Duncan and began operating it. They made further expansions during 1905, improving the previous additions and adding another seven rooms, storerooms and linen closet. The building was subsequently torn down and the Turner Motel and Cafe now occupies the site.

Tourism has resulted in the establishment of 13 hotels or motels in Heber. These businesses, their addresses and proprietors are as follows: Hilton Motel, 516 N Main, D. L. Hilton; El Rancho, 488 N. Main, Forest Hancock; Heber Motel and Cafe, 230 N Main, Ben Sumbloom; Hi-Way Hotel-Motel, 167 N. Main, Mr. and Mrs. Wilbur Mawhinney; Turner Cafe and Motel, 190 N. Main, Gordon Mendenhall; Aloma Motel, 90 N. Main, Mrs. Alice Ashton; Ken Lona Motel, 123 S. Main, Kenneth Durrant; Town Motel & Service Station, 137 S. Main, Ray Smith; Hi-Way Motel, 135 S. Main, Wilbur Mawhinney; Beautiful Heber Valley Motel 587 S. Main, Camille Miller; Mac's Motel, 670 S. Main, T. K. McNaughton; Wasatch Motel, 875 S. Main, Leon Ritchie; and Hub Cafe and Motel, junction of Highways 40 and 189, Wesley Walters.

For travelers as well as townspeople, Heber also has five restaurants and several drive-in eating establishments.

RETAIL MERCHANDISING

Retail stores were at first unsuccessful in Heber City because of the lack of money in the valley, the limited stocks and the great distances involved in bringing in merchandise.

A J. Ross offered goods for sale in a cabin on Jessie Bond's lot in Heber, and was followed by Snyder and Company from Wanship who used William Davidson's cabin. William Jennings took over the trade when Snyder and Co. withdrew and John Witt began a merchandising venture. All these attempts were made within a three-year period and failed.

In December of 1867 Abram Hatch, a successful merchant from Lehi, came to the valley as the first bishop of the new Heber Ward. He brought with him his inventory from Lehi and set up a store in his home, located on Main Street and First North. Mrs. Hatch and a son, Joseph, operated the store until 1882 when a new building was erected at Main and Center Streets and the store was organized as A. Hatch and Company. Joseph Hatch became manager and served for many years.

This new business venture benefited from the flow of money into the valley through John Witt's oat contract with the stagecoach line, and proved to be the first permanent successful business firm in the valley.

The chief competitor to A. Hatch and Company came into being as a result of railroad activity in Utah in 1868-69. Mark Jeffs, a convert to the Church from England, worked on the railroad crews that built the lines in Utah and successfully saved \$70.

He invested this money in merchandise in Salt Lake and came to Heber where he opened a store in a log cabin on Main Street. He measured calico on a bed and wrapped it on a chair. Scales were kept on a window ledge. Through sound business judgment, Mr. Jeffs was able to expand his business into a building one block west of Main Street



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WITNESSES

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ABRAM HATCH

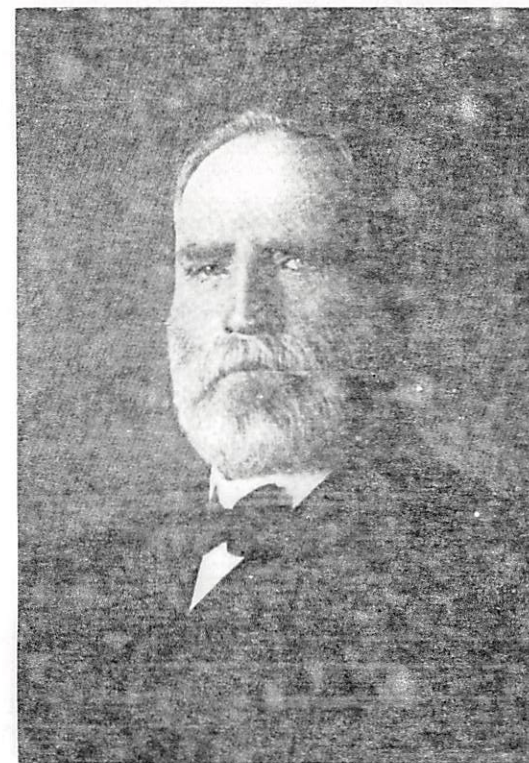
Successful merchant and business leader.

on Fourth North. Continuing success found him moving to a Main Street location which is now occupied by the Hi-Way Motel.

The store became commonly known as "Mark's Store." Mr. Jeffs promoted the use of his own medium of exchange. He made coins of tin in various denominations which he exchanged for the hay, grain, eggs or any other produce that customers brought in. One side of the coins bore the inscription, "Mark Jeffs, October, 1897, Heber, Utah." On the other side was inscribed "Good for (the value of the coin) in merchandise." Similar coins or "scrip" as it became known was also used later at the Heber Mercantile Company.

In 1903 Mr. Jeffs was called as a missionary for the Church to England. He left Joseph A. Rasband in charge of the store and his other business interests. When he returned from England, Mr. Jeffs sold the store in a newly organized company known as the Heber Mercantile Company. He retained half interest in the new business and acted as manager for a short time and then president of the company. The new venture had a capital stock of \$15,000 when it was formed.

A new building was constructed to house the Heber Merc, and



MARK JEFFS

One of Heber's early merchants.

Joseph A. Rasband became store manager. The Consolidated Wagon and Machine Company occupied space in the south end of the new building. On the upper story there were a variety of tenants. The Wasatch High School met there for several years, there were offices of professional men and the county public welfare office and the library occupied space at various times.

In 1936 an explosion in the building's furnace caused a fire that spread rapidly through the building, destroying completely the store and the library and the U.S. Forest Service office and Welfare office on the second floor. After the fire the company was reorganized and a smaller building was reconstructed. Charles DeGraff became manager of the store, which was later sold to Engman Bond. At the present time most of the building is leased by Safeway and the remaining part houses Christensen's Dry Goods Store.

In 1916, A. Hatch and Company became known as the Heber City Exchange. Managers of the store after Joseph Hatch included Ludvig Anderson, William L. Turner, John A. Anderson, Ray Mahoney and



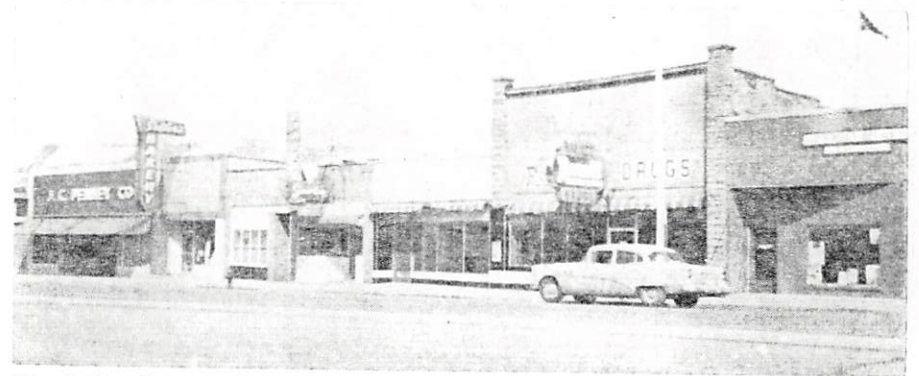
In this picture, looking north, is another portion of the early Heber business district. The small building at the extreme left is Brig Witt's dentist's office. The Consolidated Wagon and Machine Co. occupied the south portion of the Heber Mercantile Company Building. In the background of the picture, on the corner, is Heber's first bank building.

the present manager, Harold Smith. Both as A. Hatch and Company and the Heber City Exchange, this business is probably the city's longest in operation.

One of the most prosperous business sections in Heber during the years is the area known as "Hatch's Row." This section included buildings between Abram Hatch's residence and his store on Main Street. Some of the businesses along this row have been a harness and shoe shop operated by Danielson and Dahlman, the A. L. Davis barber shop, a saddle and harness shop owned by Nephi Forman, the Wave printing and publishing offices, J. W. Buckley's men's store, the Smith Meat and Grocery operated by George Smith & Sons, Earl and Sylvan Smith, and others. Today, the "Hatch Row" includes the Aloma Motel



The Heber Exchange Company building and general merchandise store as it is today.



"Hatch Row" has been one of the choice commercial locations in the valley through the years. Businesses occupying the "Row" are shown here in this 1959 photograph.

built on the old Hatch homesite, the J. C. Penney store, Seiter Bakery, Stanley Title Insurance Company, Barker's Jewelry, Palace Drug, U. S. Post Office and Heber Exchange.

John Turner and his sons also operated a successful business corner on Main Street and Second North, which included Turner's Store, and the Turner Opera House mentioned in Chapter Twelve. When the Turners went out of business, the Golden Rule Store which later was the J. C. Penney Company opened its first Heber store at this location. The Lee Johnson service station now occupies the site.

Another pioneer business in Heber was the Buell's Store. The founder, Frederick O. Buell came to Utah in 1872 with his grandmother, Persinda H. Buell Kimball, one of the wives of Heber C. Kimball. He had been living in Missouri but came west with his grandmother when his father died. He stayed in Salt Lake and lived with Pres. Brigham Young until 1876 and then returned to Missouri where he apprenticed as a tin and copper smith. Visiting with an aunt in Summit County in 1882, he met President Wilford Woodruff who told him there was a good opening in Heber for a tinsmith. On May 14, 1883 he walked into Heber with his tools and rented a small shop at 143 N. Main. His business grew, and he eventually purchased the property and built a building. In 1884 he added a small stock of groceries and candy in addition to his tin-smith business, and this proved so successful that he opened a general merchandise business in 1894 with an even larger building. He built a community dance hall on the second floor which was in constant use. He continued in his business until he retired on January 1, 1920 and moved to Provo. His son, Owen, continued to operate the store and added a fresh meat department. In 1925 James T. Simkins, a brother-in-law, purchased an interest in the store and it was incorporated as Buell & Simkins. The corporation was later dissolved and it became Buell's Food Store. Another remodeling took place in 1934 when the store joined the Independent Grocers Assn. (I.G.A.) and opened the



FREDERICK O. BUELL,
pioneer businessman and founder
of Buell's Store.

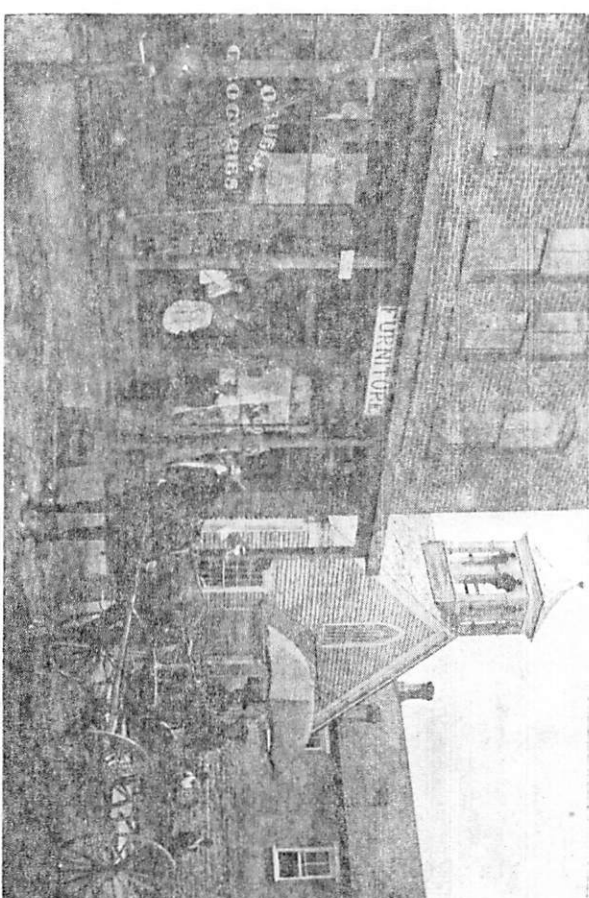
first self-service grocery business in Wasatch County. In 1944 the business was sold to Earl H. Smith & Sons, who now operate it.

MEAT MARKETS

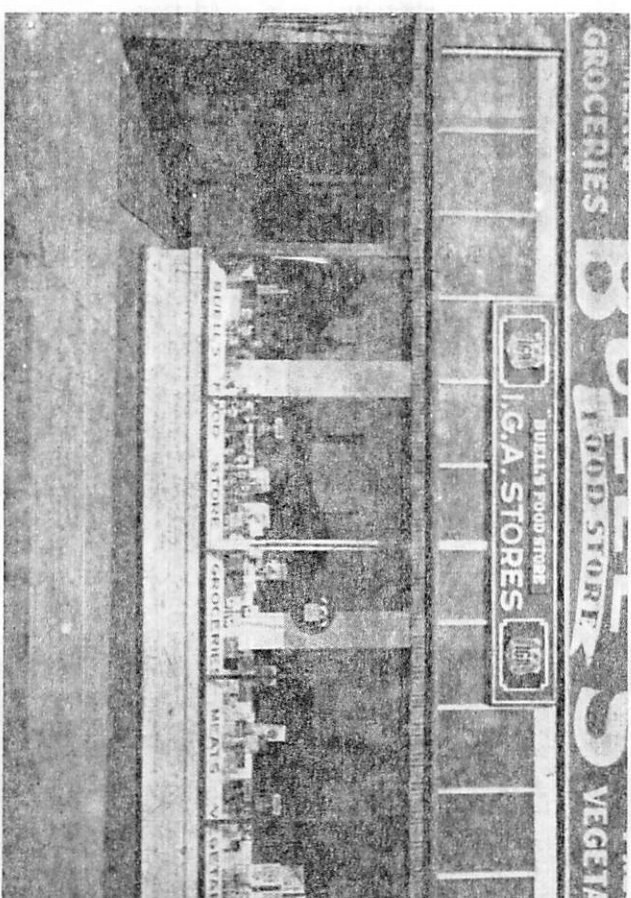
Among the first meat markets operated in Heber was the one opened by Tom Clotworthy and Heber G. Crook in 1891. The Hicken brothers, Addison and John, then bought out the interests of Mr. Crook in 1892 and formed Clotworthy and Hicken, which continued until 1898 when the Hicken brothers bought Mr. Clotworthy's interests and the store became Hicken Brothers Butcher Shop. This store was located on the west side of Main Street at Center Street. Later they sold the site for construction of a bank and moved to the east side of Main Street between Center and First South. Here they conducted a very successful business under the name Hicken Bros. Meat Market.

The meat was stored in a room known as the "ice box," and was hung on large hooks. Ice to keep the room cool was cut from frozen ponds or lakes in the winter and packed in sawdust at ice houses until it was needed in the summer. When a customer bought meat, a large piece such as a quarter of a beef would be brought from the ice box, thrown on the cutting block and then cut to the wishes of the customer.

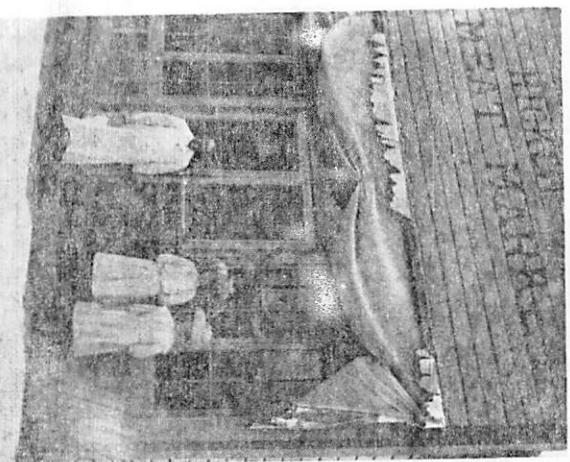
The Hicken brothers had a reputation for the best sausage in the valley, and through honest dealing and fair treatment to their customers conducted a fine business until 1910 when they sold their interests to



F. O. Buell's store which was built in 1894. Shown in this picture, taken in 1902, are F. O. Buell and clerks in front of the store and Owen and Golda Buell in the delivery wagon on the street. To the north of the building is the old Social Hall built in 1873.



Buell's Food Store in 1934 as it was remodeled and operated under the ownership and management of Owen F. Buell.



Hicken Bros. Meat Market, one of the early Heber businesses, is shown here with John H. Hicken the proprietor; at the left, Mont Hicken, Thelma Ohlweiler Wootton, Elhonia Hicken Halverson and Phyllis McMillan O'Toole. The picture was taken about 1908.

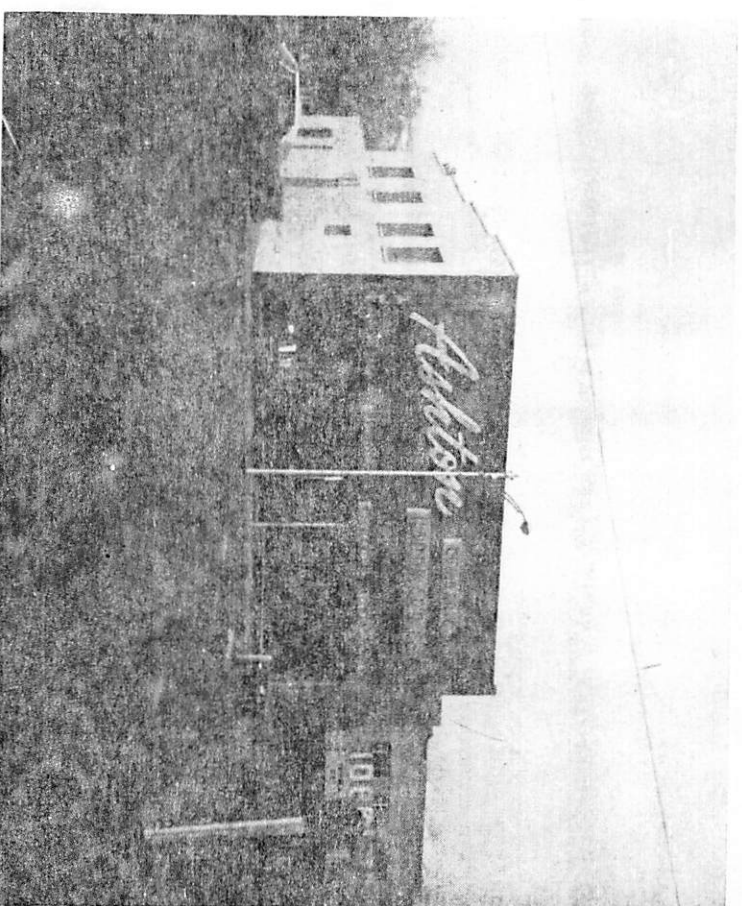
Orson Moulton, also a leading town butcher. Hicken Bros. was in business 18 years.

All meat markets now operate in connection with grocery stores or the Heber Exchange. Earl Smith and Sons operate a freezing and cold storage locker business in connection with their grocery and meat market. Meats are also sold at the Safeway Store and by Ezra Van Wagoner who operates what was formerly the O. P. Skaggs store on First South and Main.

LUMBER YARDS

In March, 1933, Leslie Lowe Ashton, his wife and two young sons arrived in Heber to establish the lumber and hardware business called "Ashton's." Included in the partnership were two other brothers, C. L. Ashton of Roosevelt and Rae Ashton of Vernal. They located in the old Bonneville Lumber Company building which they had purchased from Morrison-Merrill Company of Salt Lake City.

A month later Mr. Ashton moved the old frame building back 50 feet to allow room for a service station which he built in connection with the business. Shell Oil products were distributed.



Ashton's Lumber and Hardware business as it is today in Heber.

In September, 1942, fire of unknown origin destroyed the firm, including most of the lumber sheds. The Ashtons then moved across the street to the old Jeff Cafe and Hotel building which had been vacated by the J. C. Penney Company. They were unable to build until after World War II, but did purchase the Hotel building from Mrs. Lizzie Jeffs McDonald and remodeled the ground floor for a hardware store, continuing to lease the top floor to the Jensen Hotel. They purchased the adjoining property to their burned out location from Tom Perry and new lumber sheds were constructed, with the front being reserved for a new store later.

Lowe Ashton and his wife Alyce purchased the stock from his brothers in 1943 and became sole owners of the business. They purchased the old Tithing Office property on Main Street and built a modern service station and garage. They also constructed the Aloma Motel in 1953 and Mrs. Ashton operated it until its sale in 1961 to Walter Gisseman.

A complete remodeling of the store occurred in 1952 and two companies were formed, Ashton's Inc., which was the lumber and hardware business, and Ashton Oil and Transportation Company, Inc. The lumber

yards were remodeled in 1955, with new offices, sheds and warehouses. Lowe Ashton died in 1957, but his wife and two sons, Lowe Ashton, Jr., and Homer H. Ashton have continued to manage the companies successfully.

WASATCH MUTUAL AID SOCIETY

The Wasatch and Summit County Mutual Aid Society was organized in 1932, with membership available to those in good health between the ages of eight and 45. Membership fee was \$3.00.

The organizers, who came from outside the county, obtained a large membership. Chosen as local officers were Dr. T. A. Dannenberg, Dr. LeRoy Mahoney, Owen F. Buell, Charles N. Broadbent and Clark Bronson. The two-county organization lasted only a short time, and then Wasatch County alone grew to a membership of some 2,600 persons.

Curtis McMullin was the first secretary of the society, and he was succeeded by Clyde Broadbent. Mark Rasband also served for a short time.

The society paid \$1,000 upon the death of an insured member.

In 1958 the Utah Insurance Commission compelled the Society to convert to a regular insurance company. New policies had to be issued and premiums set up according to age, etc. This conversion caused a loss of some 1,000 members in the organization. Dr. Karl O. Nielson was chosen as the new society president when Dr. T. A. Dannenberg moved to California. Owen Buell later became president when Dr. Nielson died. Clark Bronson served as vice president. Still serving with Mr. Buell and Mr. Bronson are the directors, Dr. R. R. Green, Addison C. Moulton, Mark Rasband, and Rulon Carlie, secretary. Dr. Willard Draper and Forrest Dayton were also directors.

After the conversion the society took the name Wasatch Mutual Insurance Company. It is considered a sound company, and writes several different policies. It provides the only insurance many individuals in the county carry.

CONFECTIONS AND NOTIONS

Another business of long duration in the community is the old Heber Confectionary, now known as the "Crown Cafe." The business began on a small scale and was operated by A. E. Dayton for a few years. He then sold it to J. T. Murdock and S. J. Hylton who improved it and increased the business. Later, O. H. Hylton gained fame all over the state as an ice cream maker, and the business under his management grew with his renown. Add Averett took over the business, and the young people began referring to the store as "Add's." Mr. and Mrs. Lincoln Rasband now own and operate the business as "Crown

Cafe." Its reputation for good ice cream has not diminished, and it is a favorite gathering place for young people.

Two stores located near the Central School were favorites of youngsters who attended that school. One was located on the corner where the Charles Bronson home now stands. Operated by Mrs. Annie McMullan, it was an outlet for candy and notions. School children would bring eggs to the store to exchange for candy. The other store was known as Clegg's Store, and was owned by Henry James Clegg. Starting as a small notions store, Mr. Clegg built the business into a general merchandise store. He always took time out to joke with or tease the youngsters who brought in their eggs or an occasional penny or nickel.

BAKERIES

The history of baking in Heber extends back to the earliest pioneer days when Sarah Bond, wife of Jessie Bond, baked delicious loaves of bread in her home and sold them to appreciative friends and neighbors throughout the valley for a nickel each. However, it was about 1919 before baking became an independent, permanent business in the city with the opening of a bakery in the Jeffs Building by Namaan Wilmore. Owen Hylton was also one of the early permanent bakers in the city. Mr. Hylton, a leading confectioner, baked bread in an oven at the rear of the Jeffs Building and then sold it over the counter in his confectionary shop a few doors north.

Mr. Wilmore, a native of Eureka, learned the baking business from his family, and established his business in Heber after serving in the Navy during World War I. He occupied the Jeffs Building for two years and then moved across the street from the Tabernacle.

In 1923 Teenie Duke bought the bakery from Mr. Wilmore and operated it until 1927 when she sold it to Walter Seiter, a 20-year-old immigrant from Germany, who had learned the trade in his native land. Mr. Seiter was called to serve a mission for the Church in 1930 in Germany and sold the bakery back to Mrs. Duke who operated it until he returned in 1932, and sold it back again to Mr. Seiter. He has expanded the business considerably since then and now operates it in a new building with modern equipment.

MILLINERY AND DRESSMAKING

Millinery shops also played a prominent part in the commerce of Heber, since nearly all the ladies had been schooled in the old world custom of always wearing a headdress of some kind. Many pioneer women found a place of safety for her bonnet when the wagons were being packed to come to the valley. Some few of these early pioneer hats are still in existence. Resourceful women of the pioneer era also

wove hats of straw, but by the time the railroad came in 1899 they "imported" many of their hats from the outside world.

Earlier, however, all the hats were made right in Heber City. To give a seasonal change to the hats they re-trimmed them.

Mrs. Duncan of the Duncan House sold hats to ladies in a store just south of her hotel, and Mrs. Lovisa Alexander had a two-room shop built south of her residence at 65 S. 1st East. Alice Ryan Jones operated a very successful shop known as the Elite Millinery near her home on First North and Third East for many years. She was also a skilled teacher of her art and taught many girls how to make beautiful hats. Annie Jones Smith was also a talented milliner and worked with Mrs. Jones for many years. She would attend the Paris Millinery School each spring to learn the latest fads and fashions. Mrs. J. W. (Effruezenia) Winterrose was also a professional milliner and dressmaker, and operated a shop at 135 S. Main. Mary Bond and Ruby Murdock Gott also made and sold hats.

In 1912 Mrs. William Byrne of Park City opened a millinery shop at 54 N. Main and then later moved to 4 West Center. Her shop prospered and in 1920 she sold it to Vilate McMillan and Frankie Clift. Miss McMillan became sole operator in 1921 and expanded the business to the leading women's specialty shop in Heber. She purchased property at 136 S. Main in 1943 and established her business as Vilates Shop. She still does her own buying, selling, some of the bookkeeping, window trimming and fitting. For many years Mrs. Rachel Giles and Mrs. Mary B. McMullin did the altering for the shop.

Dressmaking was as important as millinery and most of the early milliners were equally skilled as dressmakers. Alice Ryan Jones was particularly noted for her dressmaking and many of the early brides of the county were clothed in her beautiful creations. She trained many of the best seamstresses in Heber.

For years after the settlement of Heber there was no such thing as a "ready-made" dress. Material was at first spun, and then when yardage became available the women sewed dresses from this material. Some who were most deft with the needle and thread went into business. A few of these included Mrs. Amanda Clift, Isabell Jacobs, Emma West, Rachel A. Giles, Mrs. Sue Goodwin Witt, Mrs. Mary Jensen Moulton and her daughters Millie and Josie, Mrs. Susie W. Giles, Mrs. Lizzie Witt, Lizzie Averett, Sarah Smith and Rhoda Ohlwiler.

Putting together a dress in the pre-sewing machine days was quite an art. Each dress required lining, the seams had to be cat-stitched, stiffening had to be inserted in the skirt, the waist had to be boned to insure a good figure and neatness of course was paramount. The trimming was very elaborate.



Early view of Main and Center Streets, showing the first bank, built in 1904.

BANKING

As business prospered in the community, banking became a part of the business picture. The first commercial bank, The Bank of Heber City, opened in 1904. An advertisement in the Wasatch Wave near Christmas of 1908 told the people: "Begin the New Year Right by opening an account with the savings department of the Bank of Heber City. We receive deposits of One Dollar and upwards."



The First Security Bank of Utah's building in Heber, erected in 1950.

When this bank was liquidated, the Commercial Bank was formed. This has since become part of the First Security Bank of Utah system. In 1950 a beautiful new bank building was erected. It opened for business June 10, 1950, with Gordon Mendenhall as manager. The present manager is Byron Cheever.

DRUG STORES

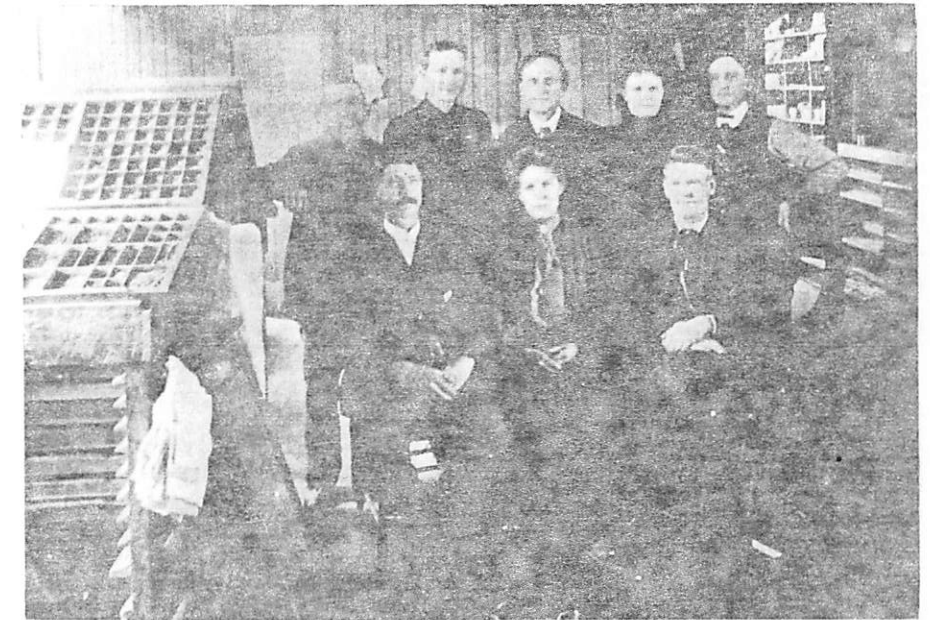
The first drug store in Heber was opened December 18, 1889 by Richard Bridge who had been with the ZCMI drug store in Salt Lake City. Mr. Bridge also served as Heber postmaster for a number of years. His drug store was on the east side of Main Street between First and Second North, and featured the first soda fountain in the valley.

In 1902 Mr. Bridge sold his store to Dr. W. R. Wherritt and moved back to Salt Lake City. Dr. Wherritt reorganized the store and then sold it to Abram Hatch, son of Joseph Hatch. When the Bank Building was completed the store moved into the south half of that building. Later Abram Hatch sold the business to Mrs. Moroni (Nellie) Turner, who operated it for a time and then sold it to Mr. and Mrs. Bliss Bignell. Meanwhile, Levi and William Turner started a drug store in a little building north of the old Jeffs Store. Mr. Fleider was the druggist. When Mr. Hatch moved into the Bank Building, the Turners moved their store to the Bridge Building.

Jesse Hiatt, another druggist, came to Heber in 1917 in the employ of a corporation headed by Ed Hatch, Andrew Murdock, Fred Giles and other stockholders. Mr. Hiatt gradually bought the interests of the various stockholders until he owned the business. This store is still being operated by the Hiatt Brothers, sons of Mr. Hiatt. They also own and operate the drug store once owned by Mr. and Mrs. Bignell.

PHOTOGRAPHY

Photography had an early start in Heber when William Willis and his wife opened a studio in a cabin near their home on 482 S. Main. Later they built a new studio on the site presently occupied by Chick's Cafe. Many treasured pictures in old family albums were taken by Mr. and Mrs. Willis. Mrs. Willis learned the art from her husband and then operated the shop while he studied law and became a prominent attorney. Leslie Condon took over the business from the Willis', but did not maintain it long. Another photo studio was operated for a short time by Mr. and Mrs. Harold Pool in the Avon Theatre building. Now Don Barker does the photography work of the valley.



The staff of the Wasatch Wave, pictured here in 1889, included: Front row, left to right, George Barzee, Pearl Buys and William Buys. Back row, Ephraim McMillan, Daniel McMillan, Joseph A. Murdoch, Lucinda Buys and George A. Fisher. The newspaper has been published continually since 1889.

PUBLISHING

Underlying the growth of nearly all Heber business firms has been the support of the community newspaper, the Wasatch Wave. Someone once said that the formula for business success was "Early to bed, early to rise, work like the devil and advertise." The opportunity for merchants to advertise their goods or services came in the pages of the newspaper, and certainly helped in no small way to expand community business.

The newspaper was first published in 1889 in the north room of the Court House. William H. Buys, the owner, editor and manager of the paper, worked feverishly to bring the first issue into being. The hand-set, Cheltenham light-face type had arrived late from Salt Lake City and Mr. Buys burned a lot of midnight oil to get the type set and the issue ready for the March 23, 1889 publication date.

The biggest news in the four-page first issue, of course, was the birth of the paper, which Mr. Buys said was "but a tiny ripple on the great ocean of journalism." It may have seemed "tiny" then, but the newspaper has grown in size and in service until it is considered one of the state's best weekly newspapers today.



The front page of the first issue of "The Wasatch Wave" published March 23, 1889.

Assisting Mr. Buys in his publication efforts were George Barzee, Joseph A. Murdock, Ephraim McMillan, Dan McMillan and George A. Fisher who was the "printer's devil." Orilla Buys, the owner's eldest daughter, helped whenever possible. Charles Glanville also published the paper for a time.

In 1910 the Wave Publishing Company was sold to Charles N. Broadbent and his sons who owned the paper until 1939 when Frank Mountford purchased it. John Wallis had published it two years before this sale. The Mountford family still owns the paper, with James



Arch Davis and his first barbershop in Heber.

Mountford, a son of Frank, as the publisher. Farrell Reynolds, a long-time employee of the firm, assists Mr. Mountford.

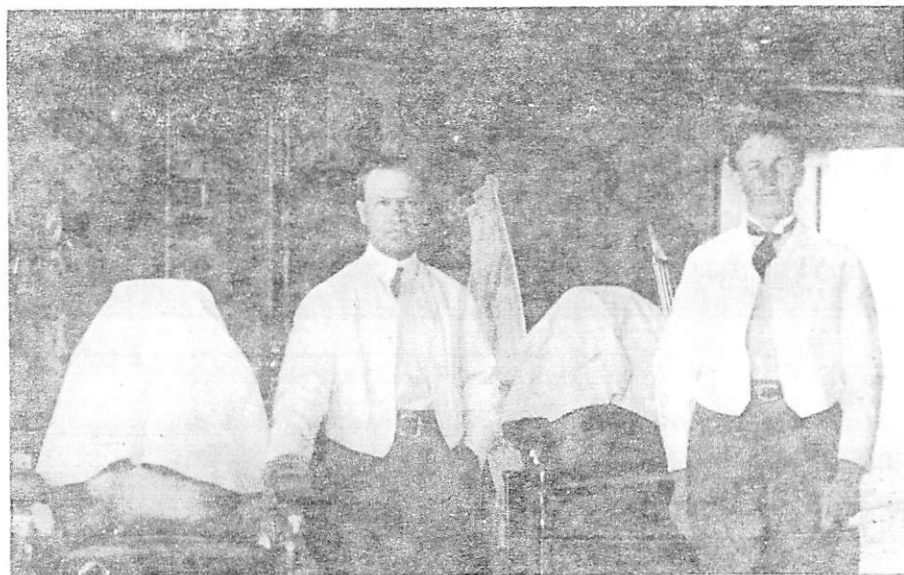
BARBERS

Barber shops also played their part in the business and service picture of the community. One of the best early barbers was A. L. Davis who operated a shop on "Hatch Row" for many years beginning in 1902. For sanitary reasons, each regular customer had an individual shaving mug and brush that bore his name in large gold letters and often had a picture suggesting his individual trade or business.

Another early barber, Frank Epperson, opened his shop in 1905 and served the community continuously for more than 50 years. Albert Dixon worked with him for many of those years. Early advertisements by Mr. Epperson were for 25c haircuts and 15c shaves.

Some of the barbers who have worked in Heber, either in their own shops or shops of others include Will Wheable, Roe Duke, Doris Dayton, Bill McNaughton, Gene Land, Homer Branderberg, Rone Moulton, Warren Hicken and a Mr. McDaniel who was always called "Mac."

Those presently in business are Earl Dayton, Ramon Duke, Lyman Duke, Paul Probst and Rufus (Bood) Hicken.



Frank Epperson's Barber Shop, one of the early barbering establishments.

UNDERTAKING

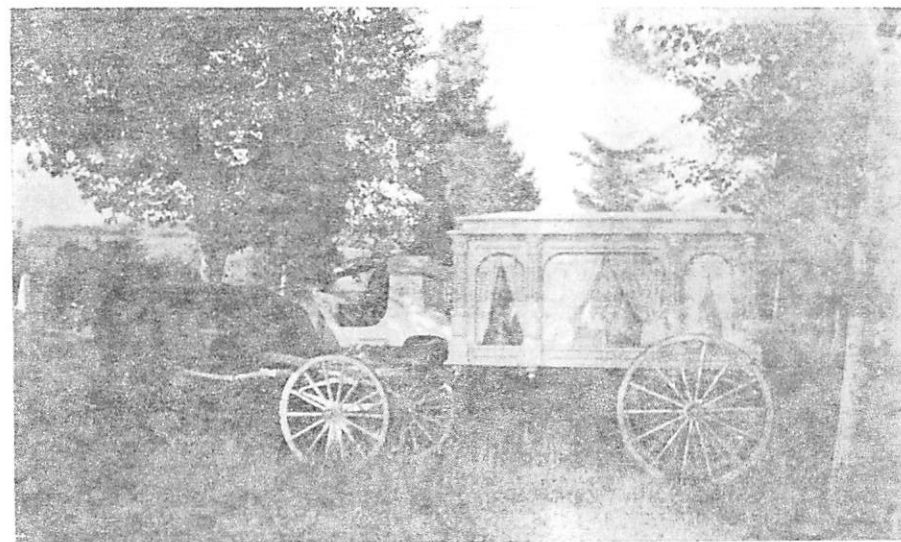
Another important service industry in the community is undertaking and funeral direction.

In the early days of Heber the dead were cared for by the Relief Society sisters. Cold or ice packs were applied to the corpse until the body was prepared for burial. Early carpenters such as William Bell, George Blackley and Henry McMullin made the first wooden coffins. Later John Bond sold ready-made coffins in his store. One of Mr. Bond's advertisements in a 1906 "Wasatch Wave," described his business as follows:

"John Bond, undertaker and licensed embalmer. Builder and owner of one of the finest white hearses in the west. Holding a diploma from the Philadelphia Training School of Embalmers, also a state certificate."

Another early undertaker in Heber was John W. Winterrose who came to Heber in 1885 as a carpenter and cabinet maker. He left that business in 1906 to go into undertaking. His first establishment was a building purchased from Mark Jeffs at 135 S. Main. In 1919 he expanded into property and a home at 123 S. Main. With his experience as a carpenter he made many of the caskets. Mr. Winterrose retired in 1931 because of ill health.

Heber's present mortuary was founded in 1928 when Joseph Olpin and his family moved into the valley from Utah County. They bought



This horse-drawn hearse was used throughout the valley before 1915 by J. W. Winterrose, undertaker.

the Joseph A. Rasband residence on Main Street between Second and Third North and remodeled it into a mortuary facility. Then in 1958 they constructed the modern mortuary they now operate adjacent to their home. Working with Mr. Olpin are his sons Joseph E. (Ted) and Guy.

COMMUNICATIONS

Still another vital service industry is the telephone company which has been part of Heber City since 1900.

Charles Alexander was the manager of the first independent telephone company in Heber, and his wife, Lavisa, was the first operator. They set up the exchange in their home in October, 1900, and serviced 12 telephones, mostly to doctors and professional men. Later the office was moved to a building between the Alexander home and the home belonging to Ammon Van Wagoner. Orpha Fraughton became the operator and she was succeeded after her marriage by her sister, Stella.

Subscribers to the telephone service increased each year, a few at first and then rapidly. There were 13 subscribers in 1901 and 18 by 1902. The growth until 1907 was as follows: 1903, 40; 1904, 48; 1905, 76; 1906, 128 and 1907, 177.

By 1907 the telephone exchange was moved to the old bank building and occupied the upstairs floor. Subscribers continued to increase until by 1910 there were 156 telephones in the city and surrounding area. In



Mortuary service to Wasatch County is provided today by the Olpin family. Shown here are, left to right, Richard Guy Olpin, Mrs. Violet Olpin, Joseph Olpin and Joseph E. (Ted) Olpin.

1911, when the Heber system had 170 installations, the Mountain States Telephone and Telegraph Co. purchased the independent company. The service gradually increased until there were 399 telephones installed by the beginning of World War II in 1941. During the war it was not possible to make new installations, and so 125 orders for new phones had accumulated by the end of hostilities. These applications had all been filled by December, 1946, but in the meantime there were another 125 applications for still more phones. In 1955 there were 1,230 telephone installations, 1,374 in 1956 and nearly 1600 by 1960.

Until 1938 all the telephones were the magneto type, operated by a hand crank. In 1938 all but four community lines were changed to more modern equipment and these four lines have subsequently been converted to modern service.

Lewis Alexander succeeded his father as telephone manager and served until 1911 when he was followed by Sherrill Kimball. Mr. Kimball held the managership until 1914. Others were a Mr. Sullivan from 1914 to 1918; L. P. Vickers, 1918 to 1927; Tom Jones, 1927 to 1941 and Wesley C. Walton who has served since then.

There are now 14 operators, one chief operator, a service representative, a full time lineman, a part-time lineman and a custodian employed by the company in Heber. Six operators work during the day-time shift and in a day will handle some 11,000 local calls and 336 long distance calls, in addition to emergency work with the fire and police departments.

MINING

Mining also played an important role in Heber's business picture. While the mining operations of the county have not been physically located in Heber, some 60 per cent of the employees of Park Utah Mine at Keetley came from Heber and Midway. During the height of its operation, the mine was responsible for about \$20,000 a month in payroll to residents of the two communities. The mining story is told in more detail in Chapter 16 and 32.

TANNERY AND SHOE SHOPS

Early pioneers in Heber were without the luxury of a shoemaker, and harness makers were without the facilities of a tannery to produce leather. However, in the spring of 1863 an experienced shoemaker named Gustaf Johnson from Sweden was persuaded to move to Heber and open a shoe trade. He set up shop on the home he built at the corner of First East and Second North. It was not until 1878, however, that a tannery was established. The cooperative project was established by businessmen of the community with John Muir as superintendent and John Holfeltz of Midway as the tanner.

The bark from oak, hemlock and pine trees was used in curing the leather, and was found in abundance in the canyons. However, preparing the leather properly was a long, tedious process and the demand for footwear was so great that usually half-tanned leather was taken from the vats and used. This resulted in loose, flabby shoes in wet weather and hard, stiff leather in dry weather. The tannery building was located near what is now 565 East 2nd North.

Mr. Johnson, the first shoemaker, obtained much leather from the old tannery and made excellent shoes and boots by hand. He continued his trade until he died in 1910. A grandson, Ralph Johnson, learned the trade in the shop and made shoes for friends or relatives, but never worked on a commercial basis.

Alfred Dahlman, another pioneer shoemaker, came from Sweden



John Roberts and his son Orson, who provided 67 years of shoe making and mending service to Wasatch County. He opened this store in 1892.

in 1878 where he had learned the trade. He and John Danielson, a harness maker, set up a shop on Hatch Row where he worked for some 22 years. Mr. Dahlman sewed and made the shoes entirely by hand. He turned the ladies shoes inside out to sew them. He, like the other shoemakers, obtained leather from the tannery and later from Z.C.M.I. in Salt Lake City.

John Roberts also served the community as a pioneer shoemaker, doing his work at first by hand, making men's boots as well as men's and ladies shoes and was very competent at his work. He had learned the trade in England coming here in 1892 and worked at his little shop in Heber on First West and Second North for 27 years. After his death his son, Orson, having been trained by his father, continued in the business totaling 67 years shoe mending service by the Roberts family. Orson sold the shop in 1960 to Allen Sabey.

Other shoemakers through the years in Heber have been Carl J. E. Hertell, Royal Ellis and Roe Carlile.

ICE BUSINESS

Refrigeration has come a long way since the first settlers built their log homes in Heber Valley. The early merchant had quite a problem to keep his food fresh, especially meat, in warm weather. The men in the ice business would use the ponds the millers had for water power. In the

winter when the ponds would freeze to about a foot thick the men would cut ice into 250 or 350 pound blocks and haul it in sleighs drawn by horses, to huge ice bins or houses where it was packed in sawdust. The bins would generally be near the place of harvest. There would be a good layer of sawdust on the bottom, the ice would be placed in the center leaving about two feet of space on all sides, then tightly packed with sawdust with a good layer on top. Tons and tons of ice were stored like this for summer use. The butcher had a well insulated room where large amounts of ice were delivered as needed. The meat would be hung in this room. There was also room for other items that needed to be kept cool.

The homes also had ice boxes or refrigerators. They would hold fifty or sixty pounds of ice and would be filled three times a week by the ice man. During the 1920's Virgil Fraughton was the congenial ice man of Heber. For the convenience of his customers he had a small ice bin at home where people could get ice on short notice for such uses as home-made ice cream or lemonade.

In 1927 Virgil sold his business to Reed Rasband.

CHAMBER OF COMMERCE

While the merchants in Heber have always displayed a competitive spirit, they have also been able to work together on community projects. One of their prime cooperative efforts was the establishment in 1952 of the Wasatch Chamber of Commerce.

The first organizational meeting was held March 17, 1952 in the Commercial Bank Building. John A. Anderson was elected president, with Karl O. Nielsen and Berlin W. Whittaker as vice presidents and Gordon Mendenhall, executive secretary. Three year directors were Verl Wright, J. B. Wood, Lowe Ashton, Sr. and Byron Cheever. Two year directors were Maron Hiatt, Gordon Mendenhall, Clyde Broadbent and John A. Anderson. One year directors included B. W. Whittaker, Verdell Ritchie, K. O. Nielsen and Rowan C. Stutz. There were 99 members of the first group and they successfully collected \$2,500 to promote Chamber projects.

The purpose of the first group was declared in their objectives as follows: "To promise and foster our scenic attractions, natural resources, new and existing industries and any other endeavor toward promoting a better Wasatch County."

A contest to develop a county slogan was conducted and Pearl Johnson was named winner on May 2, 1952, with the slogan: "Heber Valley—Paradise of the Rockies." She received a \$25 cash award. This slogan has since been used on billboards to welcome tourists and visitors to the valley.

Many projects are promoted each year by the Chamber to stimulate new business and attract attention to Wasatch County. One of the most significant achievements by the Chamber was its activity in bringing to the valley the new Wasatch Mountain State Park.

Presidents of the Chamber have included Mr. Anderson, 1952-53; Jess R. Walker, 1953-54; Byron Cheever, 1954-55; Harold Stevens, 1955-56; John A. Anderson, 1956-57; J. W. Jordan, 1957-58; Guy McDonald, 1958-59; Gordon Mendenhall, 1959-60 and Harold H. Smith, 1960-61 and 1961-62.

Typical of the projects sponsored by Wasatch Merchants was the Dog Sled Derby held in February, 1960. The success of the first Derby prompted the planning of another for February, 1961, but no cooperation from the weather resulted in no snow and a postponement. However, plans are going forward to make the Derby an annual event, depending on the snowfall.

The program for the February, 1960 celebration carried a list of sponsoring Wasatch merchants, and indicated the stature and diversity of business firms in the valley. Included in the list of firms were the following:

Al's Service, Aloma Motel, Anderson Implement & Hardware, Anderson's Saw Mill, Ashton Lumber & Hardware Co., Ashton Oil & Transportation Co., Alpine Club & Bronson Fuel Co., Avon Theatre, Barker's Jewelry, Beautiful Heber Valley Motel, Bill's Service, Bob's Texaco Service, Broadhead Sinclair Truck Stop, Center Farm Service, Central Utah Insurance Co., Chick's Cafe, Christensen's Store, Cluff & Huffaker, Clyde's Billiards, Cochran Garage, Coleman's Store, Crown Lunch, Dairy Queen, Eggleston Insurance Agency, El Rancho Heber Motel, Farmer's Insurance Group, Fay's Chevron Service, First Security Bank, Forsey's Variety Store, Fortie Dairy, Great Lake Timber Company, Grill Cafe, Hardy's Shop, Heber Cafe, Heber City Exchange, Heber Motor Company, Heber Hospital, Heber Valley Floral, Hicken Feed and Produce, Hilton Motel & Hilton 66 Service, Hi-Way Hotel-Motel, Homestead, Hub Cafe & Auto Court, Hylton Auto Supply, Ideal Theatre, Ivan's 76 Service, Iver's Mercantile, Jack's Glass Shop, Johnson Garage, Jordanelle & Sportsmen's Club.

Ken's Auto Supply, Ken's Texaco Service, Kenlona Motel, Koyle's Shoe Store, L. & D. Motor Supply, Lee's Service, M. & L. Shop, Mac's Motel, Maurice's Conoco Service, McDonald Cabinet & Lumber Co., Mendenhall Insurance Co., Moulton Farm Machinery, Mountain Spa, Mt. Vu Cafe, O. K. Rubber Welders, Olpin Mortuary, Clarence Olson Agency, Palace Drug, Penney's, Pikes Peak Garage, Pioneer Laundry, Ritchie Hatchery & Wasatch Motel, Rogers Motor, Inc., Rothe Lumber Company, Safeway Stores, Seiter's Bakery, Silver Hill Inn, Spencer Auto Sales, Stanley Title Company, State Farm Mutual Insurance Co., Stevens Home Furnishings, Thompson's Upholstery Shop, Timp View Super Service, Town Service and Motel, Turner Building Supply, Unigas and Appliances, Inc., Uintah Planing Mill, Valley Drug, Van's Market, Vilate's Shop, Wally's and Jay's 76 Service, Wasatch Cleaners, Wasatch Finance Company, Wasatch Market, Wasatch Service Station, Wave Publishing Company and the Y Tavern.

Medical doctors who have practiced in Wasatch County



Dr. D. Moore Lindsay



Dr. Mary Greene



Dr. John W. Aird



Dr. W. R. Wherritt



Dr. J. Edwin Morton



Dr. H. Ray Hatch



Dr. Bert A. Dannenberg



Dr. T. A. Dannenberg



Dr. Karl O. Nielson

THE PROFESSIONS

Men of professional training have been influential in the growth and development of Heber City and deserve mention in this section. Their complete histories are included in the biographical sketches at the end of this section.

Medical doctors who practiced in the valley have included Dr. D. Moore Lindsay, Dr. J. W. Aird, Dr. Bert A. Dannenberg, Dr. J. Edwin Morton, Dr. W. R. Wherritt, Dr. H. Ray Hatch, Dr. T. A. Dannenberg, Dr. Karl O. Nielson, Dr. Willard Draper, Dr. Robert R. Green, Dr. J. Fred Bushnell, Dr. E. G. Wright, Dr. Jack Boggess and Dr. Ross E. Jensen.